

## VEHICLE-BASED DYNAMIC ADVERTISING

## ABSTRACT OF THE DISCLOSURE

A method and system for dynamically targeting content (e.g., advertising) displayed by a moving vehicle according to the location and direction of travel of the vehicle. Multiple items of content are loaded onto the vehicle and updated at periodic intervals. Position information (such as Global Positioning System information) is used to determine the location and direction of travel of the vehicle. Using the vehicle's position and direction of travel, and perhaps the time of day, a particular item of content can be selected and displayed to an audience external to the vehicle. The amount of time each particular item of content is displayed can be measured and used as the basis for billing clients.